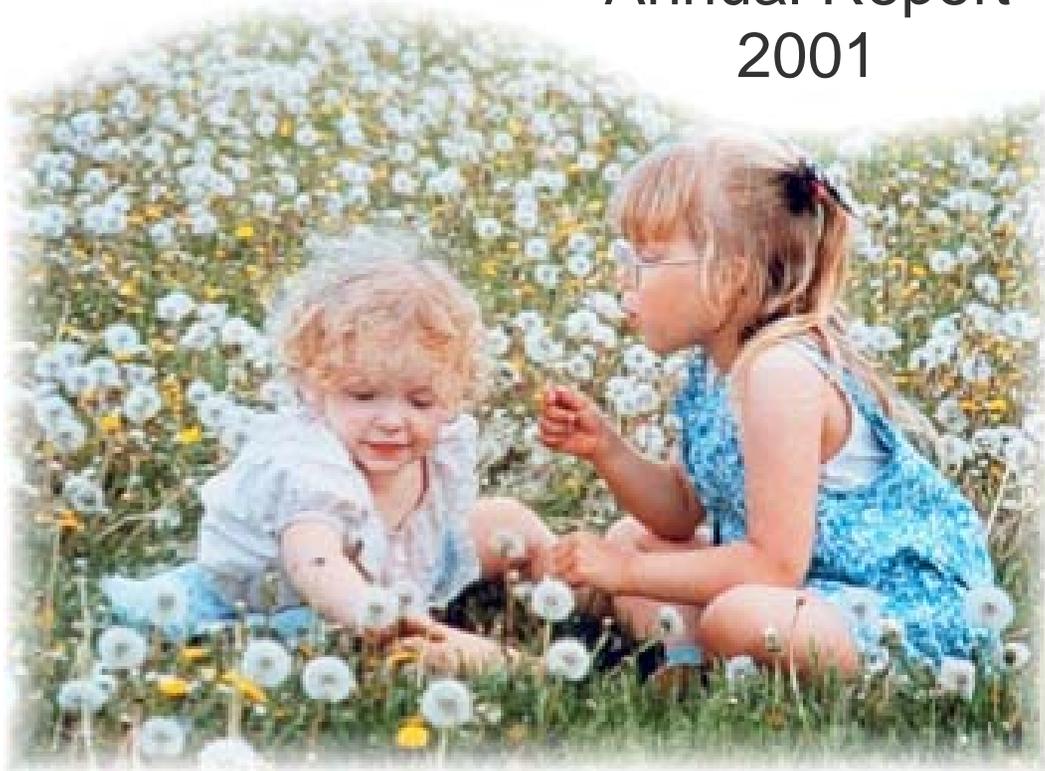


IOWA DEPARTMENT OF PUBLIC HEALTH

Annual Report 2001



Promoting and Protecting the Health of Iowans.

Department of Public Health Annual Report 2001 Table of Contents



Message from the Director	1
Mission/Vision	3
What the IDPH does	4
The Governor's Conference on Public Health	5
Healthy Iowans 2010	6
IDPH Divisions and Programs	
Administration & Regulatory Affairs	9
Environmental Health	12
Executive Staff	16
Family & Community Health	18
Health Promotion, Prevention, & Addictive Behaviors	24
Tobacco Use Prevention & Control	28
Examining Boards	31
Table of Organization	32
Revenue & Expenditures	33
State Board of Health	34
Iowa Substance Abuse Commission	35
Key Information	36

Message from the Director

This is the third annual report for which I've written messages. From one perspective, my 1999 inaugural message seems like yesterday. From another, like everything before Sept. 11, it seems like another age.

All Americans were impacted by the terrorist attacks in New York, Washington D.C. and Pennsylvania. But public health professionals were particularly affected. The attacks brought questions about our readiness to meet the threat of intentional assaults on the health of the population, raised doubts about the adequacy of our public health infrastructure and shone the spotlight on years of public health under-funding. Along with unspeakable human suffering – from the attacks themselves and their incredibly widespread physical, emotional and economic fallout – the attacks awakened the public health community to the need for preparedness.

We found that we have wonderful human and other resources, but we need organizing, and at this writing, that's exactly what we're doing. Among other things, we are holding education sessions on biological and chemical terrorism preparedness for health professionals and the public, establishing procedures for reporting and testing, and have established an Office of Medical and Public Health Disaster Preparedness.

Preparedness may be our most important task during the coming year, but other, related events have also had a great impact on the Iowa Department of Public Health and public health in general. None has been more critical than the shortfall in tax revenue that is resulting in the downsizing of state and local public health departments. Like many of you, I didn't get into public health to downsize an enterprise that is already under-funded. But like many Iowa families that have faced similar problems, state government has to adjust its spending to its revenue, and that means doing more with less. At this writing, it has meant finding a way to decrease our 2002 budget by 4 percent on top of the 10 percent decrease we had to absorb earlier in 2001. We're still feeling the impact, still looking for ways to cut expenses, and it could get worse. Next year may require an even larger cut at our agency and other state agencies.



*Dr. Stephen C. Gleason
with Brishon Unsen.*

IDPH

*Promoting and protecting
the health of Iowans.*

Nonetheless, we have accomplished a lot, and been through a lot, to be proud of in the past year. We joined with many others, inside and outside of public health, to reduce smoking – especially among pregnant women and the young – and those efforts are continuing to pay off. State compliance checks last summer and fall found that retailers were willing to sell tobacco to under-age youth 29 percent of the time, down from 50 percent in 1995 and 33 percent in 1999. This past Spring new JEL ads, some of them so attention-getting they caused controversy, hit the airwaves and billboards. Last summer, JEL – the youth-led anti-tobacco campaign, Just Eliminate Lies – held its second annual summit, its members firing themselves up for continued battle against tobacco use. And checks ending this past fall on retailers’ willingness to sell tobacco to minors resulted in a rate of 18 percent, substantially beating our targeted rate of 28 percent for the year and even the 20 percent rate for the coming year.

Collaborating with our local public health partners, we helped health-care providers successfully cope with a nationwide delay in the distribution of flu vaccine. At this writing, we appear to be heading for a similar delay this year. We aided local health departments in the serious flooding that occurred in eastern Iowa, and led two groups of Iowans, including doctors, nurses and many IDPH employees, on a medical mission to earthquake-ravaged El Salvador.

We received the great news that Iowa ranks second in the nation in the percentage of children receiving childhood immunizations and tied for eighth in overall healthiness. And to find out how the department is doing, we established an on-going customer satisfaction survey, asking specifically about the timeliness of services for consumers and their treatment by our employees. On average, customers rated their overall satisfaction with the services and products of the department between “satisfied” (rating of 2) and “very satisfied (rating of 3), with an average rating of 2.8 (3 was the maximum score). We also initiated an ongoing method of gauging *employee* satisfaction. Those results are not yet available.

The initiatives that began since I became director, and for which we were able to obtain federal and private money, are continuing to progress – despite our distraction by the challenges of bio-terrorism preparedness and budget issues. Those initiatives include the Consumer Health Network, the Council of Scientific and Health Advisors, Clinic in Every Home, the Governor’s Privacy Task Force, and the senior citizen prescription-drug initiative. We continue to seek federal money for local public health departments, public health nursing and environmental health. I’m grateful to all the Iowans who help with these efforts.

We had a highly successful Governor’s Conference on Public Health: Barn Raising III last summer, energizing each other to improve our work. And, of course, we continue to work on meeting the goals of Healthy Iowans 2010, the state’s blueprint for public health for this decade.

As tragic and disheartening as the terrorist attacks were, they placed everything into sharper perspective. They reminded us of life’s fragility and the need to appreciate what we have. Among those I appreciate more are the people who work in public health, here in the department and those around the state who – day-in and day-out, with too few resources and too little credit – work to promote and protect the health of Iowans. The terrorist attacks stress in a new and powerful way the urgency of our work and its importance to society.

VISION

Healthy lowans living in a healthy environment

MISSION

To promote and protect the health of lowans

PRINCIPLES

We must be leaders in promoting and protecting the health of lowans.

With a collective sense of social justice, our activities will reflect understanding and acceptance of diversity among lowans. We encourage involvement in our activities by all lowa communities.

We strive to be agents for change, initiating activities, responding to emerging issues, and assuring the highest quality of services we can provide.

We will base our decisions on accurate data, collaborating with organizations within and outside government. We want to arrive at decisions, whenever possible, through consensus.

Finally -- but perhaps most important -- we must focus on our customers, the people of lowa, individually and collectively, effecting outcomes that are clear improvements in their lives.



*Iowa immunization programs
save millions of dollars in medical costs
every year*

What the Department of Public Health Does

The Iowa Department of Public Health is the catalyst for promoting and protecting the health of Iowans. It strives to improve the quality of life for all Iowans through access to comprehensive health services focused on the prevention of disease and illness.

By applying scientific knowledge, the department engages public and private partners to secure resources, deliver services, and maintain the public health infrastructure necessary to achieve results.

10 Essential Public Health Services

The Iowa Department of Public Health (IDPH) is focused on offering the following essential services:

- Monitoring health status; identifying community health problems and hazards.
- Diagnosing and investigating health problems and hazards in the community.
- Informing and educating the public about health issues.
- Mobilizing community partnerships to identify and solve health problems.
- Developing policies and plans that support individual and community health efforts.
- Enforcing laws and regulations that protect health and ensure safety.
- Linking people to needed personal health services, assuring the provision of health care when otherwise unavailable.
- Assuring a competent public health and private health-care work force.
- Evaluating effectiveness, accessibility, and quality of individual and population-based health services.
- Researching for new insights and innovative solutions to health problems.

THE GOVERNOR'S CONFERENCE ON PUBLIC HEALTH

Barn Raising III

IN June, Barn Raising III held at Drake University focused on **Fast Tracking Public Health: What Works**. *The Guide to Community Preventive Services* was used to help make recommendations to promote health and prevent disease, injury, disability, and premature death.

Sixty-one groups supported the conference and \$109,550 was raised to fund it. The Wellmark Foundation was the major financial sponsor. Some partners made in-kind contributions, and 50 exhibitors prepared displays. A total of 710 people registered for the conference. Attendees included health professionals, administrators, planners, elected officials, chiropractors, social workers, substance abuse coordinators, dietitians, pharmacists, industry/ insurance representatives, environmental health professionals, and consumers.

Participants came from Iowa and surrounding states. A web cast extended participation to an additional 1,000 people. Evaluations following the conference indicated participants were energized to apply what they had learned.

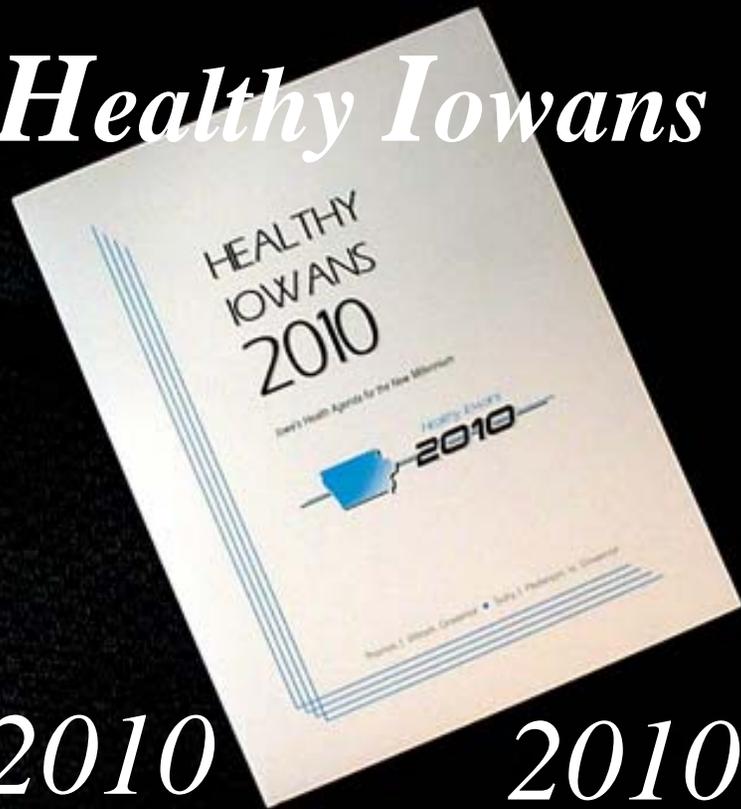


*Participants bought
1,130 pedometers.*



*After the conference, CD ROMs
of the presentations were
distributed.*

Healthy Iowans



2010

2010

Plans are only good intentions unless they immediately degenerate into hard work.

--Peter Drucker

Iowa has now completed its first year of implementing *Healthy Iowans 2010* — a comprehensive set of health goals developed by 500 individuals and more than 200 groups. In very practical terms, this road map, if followed, can help to assure, for example, that infants will grow into healthy, productive citizens or that older Iowans can contribute more fully because they have an improved quality of life. Everyone benefits from these advances in health status, regardless of age, race, ethnicity, gender, or disability.

Iowa's plan, a companion document to the national *Healthy People 2010* report, identifies the state's major health problems and sets forth a step-by-step approach to solving them. In some cases, teams that prepared the chapters in the plan have continued to meet to monitor the plan on a regular basis. In other cases, new groups are paying close attention to implementation. The Iowa Department of Public Health, as the coordinating agency for the health partnerships, tracks progress each year.

Major steps taken to reach 2010 goals for each chapter

Access to Quality Health Services: Studied options for expanding health insurance benefits and built a complete and data-driven picture of Iowa's uninsured population.

Cancer: Expanded Medicaid coverage to uninsured, low-income women enrolled in the Breast and Cervical Cancer Program diagnosed with cancer.

Diabetes: Collaborated with the Iowa Medical Society to offer diabetes education to 600 providers.

Disability: Established the first statewide public health arthritis program.

Educational and Community-Based Programs: Increased attention to collaboration among school districts on mental health services and youth development.

Environmental Health: Through an environmental health community health consultant, delivered technical assistance directly to local sanitarians and local boards of health.

Family Planning: Reported pregnancy-termination data by age to make programs combating adolescent and unintended pregnancy more effective and applied for a Medicaid waiver to extend family-planning coverage for pregnant women eligible for Medicaid.

Food and Drug Safety: Formed a Food-Safety Task Force to strengthen Iowa's food-safety system.

Heart Disease and Stroke: Organized the first cardiovascular health council to coordinate and facilitate statewide cardiovascular disease and stroke risk-reduction activities.

Immunization and Infectious Diseases: With funding, supported directly observed therapies for tuberculosis patients— crucial to eliminating tuberculosis in Iowa.

Mental Health and Mental Disorders: Placed mental health providers in rural areas with recognized provider shortages.

Maternal, Infant, and Child Health: Developed outreach objectives for all maternal and child-health agencies to increase access to health care services.

Nutrition: Trained health reporters to evaluate the reliability of nutrition research so consumers can receive accurate and consistent messages.

Occupational Safety and Health: Built a closer partnership between the Iowa Division of Labor and industry to reduce work place injuries.

Oral Health: Distributed dental cards to encourage oral health visits at kindergarten round-ups for parents and their children.

Physical Activity and Fitness: Took initial steps to organize a foundation for funding community programs promoting physical activity.

Public Health Infrastructure: Involved public health on all 58 empowerment area boards that coordinate programs for children ages 0-5 years.

Respiratory Diseases: Asthma: Organized a state asthma coalition.

Sexually Transmitted Diseases and Human Immunodeficiency Virus Infection (STD and HIV): Measured the annual incidence of HIV infection so that at-risk populations can receive more effective prevention services.

Substance Abuse and Problem Gambling: Monitored parity legislation (coverage for mental illness and substance abuse on the same basis as other diagnoses) in other states and its impact on costs.

Tobacco: In a concerted effort to eliminate tobacco use among Iowa youth, checked retail outlets for underage access to tobacco.

Unintentional Injuries: Tested boat operators for alcohol and other drugs under an implied consent statute.

Violent and Abusive Behavior: Received private funding for a two-year project to strengthen the health care response to domestic violence, including policy reform, adoption of clinical guidelines, and curriculum development.

Administration & Regulatory Affairs



David Fries, Director

The Division of Administration and Regulatory Affairs includes epidemiology, emergency medical services, Office of the State Medical Examiner, injury prevention, and radiation monitoring. This division also coordinates administrative services for the department, maintains vital records, administers 18 licensure boards, and improves accessibility to and quality of health care.

State Medical Examiner

Acute Disease Epidemiology

Emergency Medical Services

EMS Services for Children

Trauma System

Violence Prevention Program

Domestic Abuse Death Review Program

Child Death Review Team

Sudden Infant Death Syndrome

Chronic Renal Disease Program

Professional Licensure

Vital Records

Radioactive Materials Licensing

Radiation Equipment Inspection

Information Management

Administrative Services

Personnel

Training and Educational Outreach

Administration & Regulatory Affairs Programs

- 1. Office of the State Medical Examiner:** Investigates suspicious or unexplained deaths in a system that will operate efficiently and serve the needs of the citizens of Iowa. Julia Goodin, M.D., 515-281-6726.
- 2. Center for Acute Disease Epidemiology (CADE):** Conducts surveillance on 51 reportable diseases and investigates outbreaks. During events of public health importance, like outbreaks, CADE works closely with local health agencies and the media to provide information to the public in order to educate and encourage appropriate response. Patty Quinlisk, M.D., 515-281-4941.
- 3. Bureau of Emergency Medical Services:** Assures quality of local EMS providers and provides grants to counties for EMS training. Tim Peterson, M.D., 515-725-0323.
- 4. Emergency Medical Services for Children (EMSC):** Works to reduce the incidence and severity of injuries by children through such programs as the state-wide child seat initiative and bicycle-safety initiatives. Lisa Lutz, 515-725-0324.
- 5. Trauma System:** Matches injuries of patients to an integrated system of optimal cost-effective care. Mary Jones, 515-725-0320.
- 6. Violence Prevention Program:** Provides technical assistance and training to health-care professionals on responses to victims of domestic violence and sexual assault. Binnie LeHew, 515-281-5032.
- 7. Iowa Domestic Abuse Death Review Team (DADRT):** Reviews all domestic abuse homicides and suicides to gather data and recommend changes in community interventions to prevent further deaths. Binnie LeHew, 515-281-5032.
- 8. Iowa Child Death Review Team (CDRT):** Reviews the deaths of all Iowans under age 17 in or out of state and of all non-resident children who die in Iowa. Stephanie Pettit, 515-281-3108.
- 9. Sudden Infant Death Syndrome Program:** Provides grief support to Iowa families who have experienced the death of children from SIDS. Stephanie Pettit, 515-281-3108.

- 10. Chronic Renal Disease Program:** Provides financial assistance to eligible clients with end-stage renal disease who are receiving dialysis or who have received a kidney transplant. Cheryl Christie, 515-281-6645.
- 11. Bureau of Professional Licensure:** Administers and enforces laws and administrative rules with counsel from the Attorney General's Office. Oversees 18 licensure boards, including Athletic Training, Barbers, Behavioral Science, Chiropractors, Cosmetologists, Dietitians, Hearing Aid Dispensers, Massage Therapy, Mortuary Science, Nursing Home Administrators, Optometry, Physical & Occupational Therapy, Physicians Assistants, Podiatry, Psychology, Respiratory Care, Social Work, Speech Pathology & Audiology. Marge Bledsoe, 515-242-6385.
- 12. Bureau of Vital Records:** Gathers and maintains vital event records for public health assessment, supplies information for health research, and documents of life events (births, deaths, and marriages). Jill France, 515-281-6762.
- 13. Radioactive Materials Licensing Program:** Ensures that people applying for new or renewal radioactive materials licenses have the facilities, equipment, and procedures to protect employees and the public from exposure to ionizing radiation. Don Flater, 515-242-3478.
- 14. Radiation-Producing Equipment Inspection:** Ensures the safety of health-care recipients by ensuring the proper operation of x-ray machines. Issues permits to practice to operators of radiation-producing equipment, including mammography machines. Don Flater, 515-281-3478.
- 15. Bureau of Information Management:** Provides information-technology support services to internal and external customers. Greg Fay, 515-281-6601.
- 16. Bureau of Finance:** Manages and coordinates various support services, including accounting, budgeting, contract administration, internal audits, purchasing, etc. Marcia Spangler, 515-281-4955.
- 17. Personnel:** Handles hiring, promotion, and benefits. Mary Sams, 515-281-6222.
- 18. Training and Educational Outreach:** Assists with training coordination and systems development, provides educational opportunities, and facilitates the placement of public health and health-science students in internships or practicums or quality work experiences at the department. Dawn Gentsch, 515-281-8585.



Stephen Quirk, Director

Environmental Health

The Division of Environmental Health provides technical assistance on environmental health to boards of health, local officials, industry, and the public. It also investigates and assesses environmental factors that may affect the public's health.

- Grade “A” milk certification
- Hazardous waste site health assessments
- Emergency events surveillance
- Radon
- Lead poisoning prevention
- Pools and spas, PCB inspection
- Indoor air quality
- Migrant labor camp inspection
- Drinking-water treatment unit registration
- Fluoridation water treatment

Environmental Health Programs

- 1. Adult Blood Lead Epidemiology and Surveillance (ABLES):** Collects results of all blood-lead testing on Iowans 16 and older and provides information to those who have high blood-lead levels. Rita Gergely, 515-242-6340.
- 2. Childhood Lead Poisoning Prevention:** Collects results of all blood-lead testing on Iowans under age 16. Tests to identify lead-poisoned children, reduces lead hazards in older homes and provides medical case management to lead-poisoned people. Rita Gergely, 515-242-6340.
- 3. Technical Assistance to Boards of Health:** Increases the effectiveness of local environmental health programs by providing technical assistance on the essential services of public health. This includes assistance on employment practices, training, technical programs, and other areas as needed. Ken Sharp, 515-281-7462.
- 4. Hazardous Substances Emergency Events Surveillance System:** Reduces state-wide mortality and morbidity among employees, emergency responders, and the general public from accidental chemical releases and spills. Debbi Cooper, 515-242-6337.
- 5. Hazardous Waste Site Health Assessment:** Provides assessments of hazardous waste sites to determine health implications. Charles Barton, 515-281-6881.
- 6. Fluoridation of Community Water Systems and Water Treatment:** Monitors for appropriate levels of fluoridation in community water systems to reduce tooth decay. Mike Magnant, 515-281-8722.
- 7. Drinking Water Treatment Unit Registration:** Assures third party testing of manufacturer claims for treatment units. Includes annual registration of all certified units. Bruce Middleton, 515-281-4680.
- 8. Public Swimming Pools and Spas:** Regulates water quality and safety of public pools and spas. Contracts inspections to local officials. Mike Magnant, 515-281-8722.
- 9. Plumbing Code:** Maintains and revises the Iowa Plumbing Code, which outlines the minimum standards for plumbing in Iowa cities. Interprets the code as necessary and provides technical assistance to designers, inspectors, trade professionals, and the public. Mike Magnant, 515-281-8722.

- 10. Grade "A" Milk Certification:** Assures the dairy industry and consumers that products produced locally or received from other states have been produced and manufactured in compliance with federal requirements. Kurt Rueber, 515-281-3773.
- 11. Private Sector Drug Testing Laboratory Approval:** Approves confirmatory laboratories that do tests for Iowa employers who choose to implement a drug testing program for their employees or prospective employees according to Iowa law. Positive test specimens must be confirmed by Iowa-approved laboratories. Mike Guey, 515-281-6567.
- 12. Lead Professional Certification:** Provides training and certification of lead professionals, including sampling technicians, inspector/risk-assessors, lead-abatement workers, and lead-abatement contractors. Rita Gergely, 515-242-6340.
- 13. Pre-Renovation Notification :** Requires notification of lead-based paint before renovation, remodeling or repainting in homes built before 1978. Rita Gergely, 515-242-6340.
- 14. Risk Assessments for Superfund Sites:** Under contract with the U.S. Environmental Protection Agency (EPA), conducts baseline risk-assessments for Superfund sites in the state. Charles Barton, 515-281-6881.
- 15. Consumer Product Safety:** Conducts recall inspections and special investigations at the request of the U.S. Consumer Product Safety Commission. Debbi Cooper, 515-242-6337.
- 16. Iowa Statewide Poison Control Center (ISPCC):** Using a statewide 24-hour emergency hotline, provides immediate poison-prevention information and treatment guidance to the public and health-care professionals. Call toll-free, 800-222-1222.
- 17. Pesticide Exposure Surveillance:** Keeps record of people exposed to pesticides to reduce statewide morbidity and mortality among employees, emergency responders, and the public due to the release of pesticides. Karen Buechler, 515-281-6596.
- 18. State of Iowa Toxicology:** Addresses environment-related public health questions, including those on mercury dental amalgam, soy, hog lots, and pressure-treated lumber. Assists the Iowa Statewide Poison Control Center on technical questions. Provides aid to physicians when diagnosing and treating patients who may have been poisoned. Charles Barton, 515-281-6881.

19. PCB (Poly Chlorinated Biphenal) Inspection: Inspects PCB sites for the U.S. Environmental Protection Agency. Provides technical assistance to the public and industry. Tom Schlife, 515-281-5719.

20. Indoor Air Quality: Provides consultation and assistance to the public and professionals on indoor air quality. Investigates indoor air-quality complaints, and collects information, on a case by case basis. Rick Welke, 515-281-4928.

21. Radon: Certifies persons and certifies and inspects businesses that perform radon measurements and radon mitigation. Provides radon assistance and information through the Radon Hotline, promotes community coalitions, and collects radon measurement and mitigation results. Rick Welke, 515-281-4928.

22. Migrant Labor Camp Inspections: Issues permits and provides routine inspection certifications. Al Ackerman, 515-281-4937.



Mark Schoeberl, Director

Executive Staff

The department's Division of Executive Staff brings together the activities of research, strategic planning, health policy development, and public information. Included in these activities are federal and state legislative affairs, administrative rule promulgation, and internal and external marketing and communications. This division is also responsible for the administration of the agency's center for health statistics, health planning and certificate-of-need program, and the regulation of organized health-care delivery systems.

Federal and state legislative affairs

Administrative rules

Internal & external marketing

Communications

Center for Health Statistics

Executive Staff Programs

- 1. Bureau of External Affairs:** Does internal and external communications and marketing; document review; graphics and publications. Tom Carney, 515-281-7174.
- 2. Scope of Practice Review Committee Process:** Objectively evaluates changes in the regulation of health professionals. The committee determines whether health professionals are competent to provide the proposed care while protecting and ensuring the public's health and safety. Mary Anderson, 515-242-6333.
- 3. State Center for Health Statistics:** Provides health data for development of health policy at the state and local levels. Jude Igbokwe, 515-281-4068.
- 4. Behavioral Risk Factor System Survey (BRFSS):** Uses an ongoing monthly telephone survey – financially and technically supported by the U.S. Centers for Disease Control and Prevention – to collect information on health risk behaviors of Iowans age 18 and older. Don Shepherd, 515-281-7221.
- 5. Certificate of Need (CON):** Ensures through a review proposal process that growth and changes in the health-care system occur in an orderly, cost-effective manor, and that the system is efficient. Barb Nervig, 515-281-4344.
- 6. Organized Delivery Systems (ODS):** Assists providers in addressing the shortcomings of existing health care systems. Barb Nervig, 515-281-4344.

Family & Community Health



The Division of Family and Community Health promotes and supports core public health functions and essential public health services at the county and community levels. This includes liaison with local boards of health, addressing health care access maternal and child health, public health nursing, home care aide, family-support services, genetic health and counseling, dental health services and fluoridation.



This division also provides nutrition services, including Women, Infants and Children (WIC) Nutrition Program and Food Stamp Nutrition Education community grants, as well as the monitoring of immunizations, TB, STDs and AIDS.



Julie McMahon, Director

Family & Community Health Programs

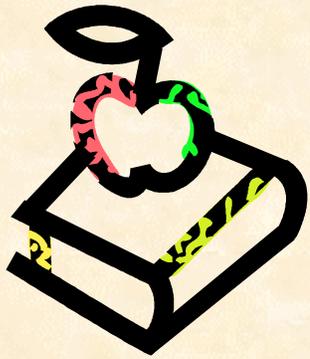
- 1. Maternal and Child Health Block Grant (Title V):** Collaborate in a state-wide system that provides access to community-based, culturally competent, coordinated, perinatal services. Jane Borst, 515-281-4911.
- 2. Barriers to Prenatal Care Project:** Conducts multidisciplinary research to identify causes of death of infants in Iowa. Kim Piper, 515-281-6466.
- 3. Statewide Perinatal Care Program:** Reduces mortality and morbidity of infants by conducting site visits and providing technical assistance to hospital and medical staff. Kim Piper, 515-281-6466.
- 4. Family Planning Program:** Promotes the health of people of reproductive age and families by providing access to family planning and reproductive services. Kathy Widelski, 515-281-4907.
- 5. Healthy Opportunities for Parents to Experience Success (HOPES):** Promotes optimal child health and development through family education and support. Jo Hinrichs, 712-297-7218.
- 6. Special Supplemental Nutrition Program for Women, Infants, and Children (WIC):** Provides nutrition education, supplemental foods, breast-feeding promotion and support, and referrals for health services to low-income women and their children. Judy Solberg, 515-281-3713.
- 7. Healthy Families Line:** Supplies families with information on various health care issues and programs. 1-800-369-2229.
- 8. Public Health Nursing Program:** Helps prevent illness, promote health and wellness, and prevent or reduce inappropriate institutionalization of low-income and elderly persons. Julie McMahan, 515-281-3104.
- 9. Refugee Health Activities:** Assures that refugees in Iowa have health assessments and are assisted in developing relationships with primary care providers. Van Phabmixay, 515-281-8810.
- 10. Maternal Health Programs:** Provide a maternal health database, OB Indigent program and Iowa Review of Family Services, which helps new families gain access to needed advice, education, support and professional services. Jane Borst, 515-281-4911.
- 11. Women's Health Services:** Coordinates women's health activities. Janet Peterson, 515-242-6388.

- 12. Physicians Care for Children Program:** Provides diagnoses and treatment to acutely ill children. Maggie O'Rourke, 515-281-7721.
- 13. Child and Adolescent Reporting System (CAREs):** Provides local child health contractors with a system to collect client information, document client records, and develop plans to address clients' needs. IDPH analyzes and uses the information to meet federal reporting requirements, program planning and evaluation, and quality assurance evaluation. Maggie O'Rourke, 515-281-7721.
- 14. Child Health Center Dental Treatment Programs, School-Based Dental Sealant Program, Dental Treatment Service for Low-Income Children, Dental Care for Persons with Disabilities, and Fluoride Mouthrinse Programs:** Assists families in obtaining dental treatment for their children through referrals, care coordination, and infrastructure building. Dr. Hayley Harvey, 515-281-4916.
- 15. Early and Periodic Screening, Diagnosis and Treatment Program (EPSDT):** Prevents chronic illness through examinations, identification of conditions and intervention early enough to provide effective treatment and ensure that eligible children in Medicaid receive a screening examination. Kathleen Luloff, 515-281-7613.
- 16. Newborn Hearing Screening System:** Tests, on a voluntary basis, the hearing of newborns before leaving the hospital or birthing center. Denise Ramsey, 515-242-5639.
- 17. Healthy Opportunities for Parents to Experience Success (HOPES):** Develops healthy, safe, strong and self-sufficient families by assessing a family's assets for their capacity to help their children develop to an optimum level of school readiness when age appropriate. Jo Hinrichs, 515-281-3104.
- 18. Well-Being Visit Program:** Partners IDPH and IDHS with local agencies to assure the safety and health of children in families working toward self-sufficiency. Judy Naber, 515-281-7016.
- 19. School-Based Youth Services Program:** Provides for the development of centers in or near schools to enable community-service providers to deliver services in coordination with schools to help children succeed. Carol Hinton, 515-281-6924.
- 20. Iowa Nutrition Education Network:** Encourages Iowans to increase the variety of foods in their diets; increase consumption of fruits, vegetables, and grains; choose a diet lower in fat; and increase their physical activity. Family nutrition, Doris Montgomery, 515-281-7359; elderly nutrition, Carlene Russell, 515-281-7119.
- 21. Food Stamp Nutrition Education Plan:** Provides nutrition education to food-stamp eligible families through grants to local nutrition coalitions and targeted social marketing. Doris Montgomery, 515-281-7359.

- 22. Early ACCESS:** Assists families with young children and providers of local public health to work together in identifying, coordinating, and providing needed services and resources that will help the infant or toddler grow and develop. Tammy O'Hollearn, 515-281-7519.
- 23. Abstinence Only Education Project:** Attempts to reduce the incidence of teen pregnancy and STDs through abstinence-only until marriage education. Janet Beaman, 515-281-3052.
- 24. Decision-Making Assistance Program:** Assists pregnant minors in making informed decisions concerning their pregnancies. Carol Hinton, 515-281-6924.
- 25. Healthy Child Care Iowa (HCCI):** Trains, provides technical assistance, and consultation to child-care providers to improve health and safety in child-care environments. Sally Clausen, 515-281-6071.
- 26. Iowa Covering Kids Project:** Assists low-income, uninsured children to obtain health care. Sonni Vierling, 515-281-4516.
- 27. Child Health Specialty Clinics (CHSC):** Offers a variety of direct services and care coordination to children with special health care needs and their families. Jeffrey Lobas, M.D., 319-356-1118.
- 28. Birth Defects Institute:** Administers programs that provide a system for genetic health-care services in Iowa. Tonya Diehn, 515-281-7584.
- 29. Regional Genetic Consultation Service (RGCS):** Provides the structure through which comprehensive genetic health-care services are developed and implemented as a component of the state's health care system. Tonya Diehn, 515-281-7584.
- 30. Iowa Neonatal Metabolic Screening Program (INMSP):** Identifies newborns with selected metabolic disorders so that early diagnosis and treatment can be started to avert metabolic crisis, neurological and developmental damage, and death. Tonya Diehn, 515-281-8937.
- 31. Neuromuscular and Related Disorders Program:** Provides clinical and educational services state-wide to patients, families, and local care providers. Tonya Diehn, 515-281-7584.
- 32. Maternal Serum Alpha-fetoprotein Screening Program (MSAFP):** Identifies pregnancies in which the fetus may be at risk for having a neural tube defect or other abnormality. Tonya Diehn, 515-281-7584.
- 33. Birth Defects Registry (BDR):** Provides data collection and surveillance of birth defects. Tonya Diehn, 515-281-7584.

- 34. Empowerment Areas:** In a cooperative effort among the departments of Public Health, Human Services, Education, and other state agencies, reduces duplication of services to family and children, and identifies ways of coordinating funding to provide the most services with the available money. Goal is to create local plans that enable children to be healthy and ready to learn by age five. Jo Hinrichs, 712-297-7218.
- 35. Local Boards of Health:** Provides technical assistance and education to local boards of health in performing core public health functions and providing essential public health services. Julie McMahon, 515-281-3104.
- 36. Center for Rural Health and Primary Care:** Facilitates, and advocates for, access to quality health services for Iowans in rural and medically under-served areas. Doreen Chamberlin, 515-281-8517.
- 37. State Office of Rural Health:** Works in conjunction with the state-wide advisory committee to improve access to care for Iowans in rural areas. Provides consultation to communities and health-care providers on community health care needs assessments and planning, availability of grants and programs, development of certified rural health clinics, grant writing and technical assistance and provision of health data and information. Kathy Williams, 515-281-7224.
- 38. Iowa Medicare Rural Hospital Flexibility Program/Critical Access Hospitals:** Assures availability of primary care services, emergency services and limited acute inpatient services in rural areas. Designates hospitals as “necessary providers” for the purposes of Critical Access Hospital designation. Marvin Firch, 515-281-4808.
- 39. Primary Care Office:** Promotes expansion of health-care resources for vulnerable populations and those living in areas with no access to primary care. Activities include primary care access analysis and intervention planning, shortage area designation assistance through the Office of Shortage Designations, project development and grant application assistance, education and advocacy for network development for primary care systems. Carl Kulczyk, 515-281-7223.
- 40. Volunteer Health Care Provider Program:** Indemnifies health-care volunteers wanting to provide free medical services but hindered because of the cost of malpractice coverage in free clinics. Doreen Chamberlin, 515-281-8517.
- 41. PRIMECARRE – Primary Care Recruitment and Retention Endeavor:** Through loan repayment, helps recruit and retain health-care providers in rural and under-served areas. Patricia Kehoe, 515-281-5069.
- 42. New Iowans Outreach:** Supports local public health agencies and communities assisting immigrants in accessing health services. Carlos Macias, 515-281-4094.

- 42. Minority Health Advisory Task Force:** Provides recommendations on health care access and service delivery to the diverse populations within the state. Focuses on eliminating racial and ethnic health disparities by 2010. Janice Edmunds-Wells, 515-281-4904.
- 43. Home Care Aide Program (HCA):** Helps prevent inappropriate institutionalization of patients and preserve families by providing supportive services or trained and supervised paraprofessionals. Julie McMahan 515-281-3104.
- 44. Chore Program:** Provides services to people who, due to incapacity or illness, are unable to perform home-maintenance functions. Julie McMahan, 515-281-3104.
- 45. Senior Health Program (SH):** Promotes health wellness and improvement in older adults through health assessment and education and by serving as an entry point into the health-care system for the medically under-served. Julie McMahan, 515-281-3104.
- 46. Immunization:** Provides and promotes vaccines for Iowa's children, adolescents, and adults. Carolyn Jacobson, 515-281-4938.
- 47. Disease Prevention Specialists:** Work with local public health agencies, health-care providers and the public to provide education, technical assistance, and disease intervention in all areas of communicable disease control. Jim Goodrich, 515-242-5149.
- 48. Sexually Transmitted Diseases Prevention Program (STDs):** Works to provide an effective system of services and information to prevent STDs and ensure comprehensive, high-quality STD-related health services. John Katz, 515-281-4936.
- 49. HIV/AIDS Program:** Monitors the HIV/AIDS epidemic in Iowa and coordinates statewide HIV/AIDS prevention and care programs. Pat Young, 515-242-5838.
- 50. Tuberculosis Control Program:** Provides support to four regional TB coalitions, close contact investigations, outreach activities reimbursement, free medication, and professional education and consultation. Allan Lynch, 515-281-7504.
- 51. Prescription Drugs Program:** Provides prescription drugs at no cost for people who have sexually transmitted diseases, tuberculosis infection and tuberculosis disease. Jim Goodrich, 515-242-5149.
- 52. Tattoo Artists and Establishment Permit Programs:** Provides procedures to ensure that tattoos are provided in a safe and sanitary manner. Sandy McGhee, 515-281-3031.

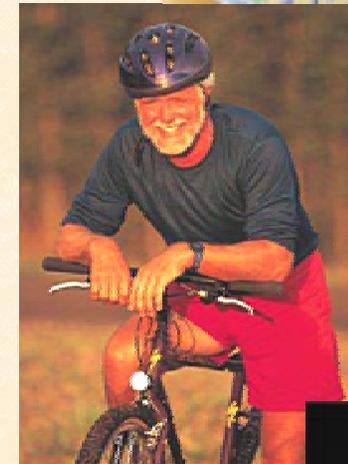


Health Promotion, Prevention, and Addictive Behaviors

The Division of Health Promotion, Prevention and Addictive Behaviors supports providers in prevention and treatment of substance abuse and problem gambling.

Programs for disease prevention and control include asthma, arthritis, diabetes physical activity and nutrition. Preventive health education, screening and limited diagnostic services for breast and cervical cancer and cardiovascular disease are offered through two programs for low-income, uninsured or under-insured women.

*Teaching better
nutritional
habits.*



*Encouraging
beneficial
physical
activity to all
age groups.*



Janet Zwick, Director

Health Promotion, Prevention & Addictive Behaviors Programs

- 1. Comprehensive Substance Abuse Prevention Contracts:** Provides community-based, primary prevention services for alcohol, tobacco, and other abuse to all 99 counties. Prevention specialists provide assessment, program development, communication, program delivery, evaluation, record keeping and consultation services. Debbie Synhorst, 515-281-4404, or Pam Deichmann, 515-281-3763.
- 2. Innovative Substance Abuse Prevention Contracts:** Support innovative substance abuse primary prevention services. A one-to-two local match is required. Pam Deichmann, 515-281-3763, or Debbie Synhorst, 515-281-4404.
- 3. County Contracts:** Through contracts available to county governments, provide substance-abuse prevention, intervention and/or aftercare. Allen Vander Linden, 515-281-4636.
- 4. Community Group Grants:** Support grassroots volunteer group efforts to prevent alcohol, tobacco, and other illegal drug use. Pam Deichmann, 515-281-3763, or Debbie Synhorst, 515-281-4404.
- 5. Law Enforcement Education Partnerships (LEEP):** Develop partnerships between law enforcement agencies and community organizations to address violence and substance-abuse prevention in their communities. Pam Deichmann, 515-281-3763, or Debbie Synhorst, 515-281-4404.
- 6. Drug and Violence Prevention County Contracts:** Provide community-based alcohol, tobacco, and other drug and violence prevention services. Pam Deichmann, 515-281-3763, or Debbie Synhorst, 515-281-4404.
- 7. Iowa Substance Abuse Information Center (ISAIC):** Provides state-wide resources and information about alcohol, tobacco, other drugs, gambling and health. 1-866-242-4111.
- 8. 5+5 Program:** Encourages Iowans to eat healthier (5+ fruits and veggies/day) and become physically active (5 days/week) to reduce chronic disease. A program manual provides guidelines for communities and a list of resources and organizations. Carol Voss, 515-242-6516, and Tim Lane, 515-281-7833.

- 9. Cardiovascular Health Program (CVH):** Works to reduce Iowans' heart attack and stroke risk through community-based screening, education, and intervention that promote behavior change. This program also administers obesity/overweight contracts. Arlene Johnson, 515-281-7079.
- 10. Diabetes Control Program (DCP):** Strives to reduce the impact of diabetes on Iowans by certifying outpatient diabetes-education programs and collaborating with the Iowa Diabetes Network for health professional education, public awareness, and community intervention. Sandy Crandell, 515-242-6204.
- 11. Asthma Control Program:** Reduces asthma by planning and implementing scientific health-behavior models, effective management and education. It also is establishing a state surveillance system. Andrea Hoffman, 515-281-4779.
- 12. Substance Abuse Treatment:** Provides substance-abuse treatment to Iowans in all 99 counties through a block grant, state appropriations to IDPH, and Medicaid. Includes outpatient to residential 24-hour care. A screening, assessment/evaluation is conducted to determine the best level of care. G. Dean Austin, 515-242-6514.
- 13. Substance Abuse Aftercare/Continuing Care:** Provides service to people who have completed primary treatment. Provides for patient support group participation and ongoing individual treatment sessions (based on need) for up to one year following primary treatment. G. Dean Austin, 515-242-6514.
- 14. Treatment Demand and Needs Assessment Project:** Conducted an adult household survey based on needs-assessment interviews that identified gaps in the treatment system where such needs could be addressed. The main goals were to develop estimates of the substance-use treatment needs of adult Iowans. Janet Zwick, 515-281-4417, or G. Dean Austin, 515-242-6514 .
- 15. Arrestee Drug Abuse Monitoring Project (ADAM):** Through quarterly interviews of new arrestees in Polk County, compares the self-reported drug usage, arrest and treatment history of arrestees to the drug contents of their urine samples. This project provides information on socio-economics, drug treatment, mental health institutionalization, and incarceration history; and drug and alcohol history and usage. Diana Nicholls Blomme, 515-281-3347.
- 16. Substance Abuse Treatment Program Licensing:** Conducts on-site licensure inspections when new applications are submitted or before licenses are renewed. Substance abuse treatment, assessment and evaluation (OWI services) are required by state law to obtain a license issued by the IDPH, Commission on Substance Abuse. G. Dean Austin, 515-242-6514.

- 17. Training Contract:** Provides state-wide training on alcohol, tobacco, and other drugs for health professionals and the public. Joe Kane, 319-363-2531.
- 18. Gambling Treatment Program:** Provides education, referral, and counseling for persons affected directly or indirectly by problem gambling. Frank Biagioli, 515-281-8802, or 1-800-BETS OFF (1-800-238-7633).
- 19. Disability Prevention Program:** Works to reduce the incidence and severity of secondary conditions among people with disabilities. Roger Chapman, 515-281-6646.
- 20. Iowa Advisory Council on Brain Injuries:** Studies the needs of people with brain injuries. Provides advocacy for such people and their families. Promotes injury prevention. Thomas Brown, 515-281-6283.
- 21. Iowa Arthritis Program:** Provides a statewide, comprehensive approach to arthritis, conducts intervention and awareness activities for professional and public audiences. Laurene Hendricks, 515-281-5675.
- 22. Breast and Cervical Cancer Early Detection Program:** Provides no-cost breast and cervical cancer screenings and limited no-cost diagnostic tests for women who meet age and income eligibility criteria. Jill Myers-Geadelmann, 515-242-6067.
- 23. Well-Integrated Screening and Evaluation for Women Across the Nation Program (WISEWOMAN):** Conducts research to test the impact of nutrition and physical activity on women 40 to 64 years of age. Jill Myers Geadelmann, 515-242-6067.
- 24. Comprehensive Cancer Control:** Takes an integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation, and palliation. Lorrie Graaf, 515-281-7739.
- 25. Anatomical Gift Awareness and Transplantation Fund:** Supports activities to increase public awareness of organ and tissue donation. Ron Eckoff, M.D., 515-281-5914.
- 26. Substitute Medical Decision-Making Boards:** Makes decisions for patients in need of medical care, but who cannot provide their own informed consent because they do not understand the nature and consequences of the proposed care, and who do not have other substitute decision-makers available. Ron Eckoff, M.D. 515-281-5914.
- 27. Iowa Communications Network (ICN):** Through videoconferencing, makes the IDPH more accessible to local health workers and others interested in public health. The department conducts 200 to 300 videoconferences each year. Ron Eckoff, M.D., 515-281-5914, or Tim Lane, 515-281-7833.

Tobacco Use Prevention and Control



Cathy Callaway, Director

Teens counter tobacco ads with informational and motivational ads of their own.



The mission of the Division of Tobacco Use Prevention and Control is to curb tobacco use and to assist the state in the enforcement of underage tobacco laws. This division works at the county level to establish local coalitions to provide tobacco education programs to youth and pregnant women. Counter-marketing strategies and advertisements have been developed to educate the public on the harmful effects of tobacco. This division also assists local law enforcement as they perform compliance checks on retail outlets.





"Today's teenager is tomorrow's potential regular customer."

- Myron E. Johnston Philip Morris Researcher 1981

"Very few consumers are aware of the effects of nicotine, i.e., its addictive nature and that nicotine is a poison."

- Brown & Williamson Memo 1978

Photos at left: The JEL memorial wall is unveiled at the state capitol. Teens remember loved ones lost to tobacco related complications.

Just Eliminate Lies.



Smoking kills **1 in 3** teens who start.



"Ongoing research exploring new approaches to preventing and treating cancer is extremely important; however, we already know one way to markedly decrease the pain and suffering from cancer - namely, to help stop tobacco use by both children and adults."

- George Weiner, M.D., Director, Holden Comprehensive Cancer Center, University of Iowa

Tobacco Use Prevention & Control Programs

JEL (Just Eliminate Lies): Coordinates activities of Iowa youth united to fight industry efforts that try to manipulate them into using tobacco. The goals of JEL are to change the general social attitude towards tobacco use, raise awareness through education, counter-market the tobacco industry's efforts, protect the rights of all from secondhand smoke, inspire and support cessation among the young tobacco user, and progress into a new age of informed decisions. Cathy Callaway, 515-281-8857.

Community Partnerships: Provides funds to counties to prevent tobacco use among youth and help pregnant women quit. Community Partnerships establish coalitions among businesses and organizations to promote anti-tobacco programs. Sixty-two Community Partnerships work with the division to deliver programs to 94 of Iowa's 99 counties. Cathy Callaway, 515-281-8857.

Counter-Marketing: Aired ads acquired from other states as well as ads produced locally, using JEL students as on-air talent to reach the target audience of youth and pregnant women. Ads were used on radio stations that teens listened to, as well as TV and billboards. Mall ads were also used to reach pregnant women and youth. Cathy Callaway, 515-281-8857.

Enforcement: With the Iowa Alcoholic Beverages Division (ABD), monitors tobacco retailers to ensure tobacco is not sold to underage Iowans and that underage tobacco possession laws are more strictly enforced by law-enforcement agencies. Cathy Callaway, 515-281-8857.

Pregnant Women Grants: Helps pregnant women to quit smoking. Grantees must follow research-based practices outlined by the Centers for Disease Control and Prevention (CDC). Cathy Callaway, 515-281-8857.

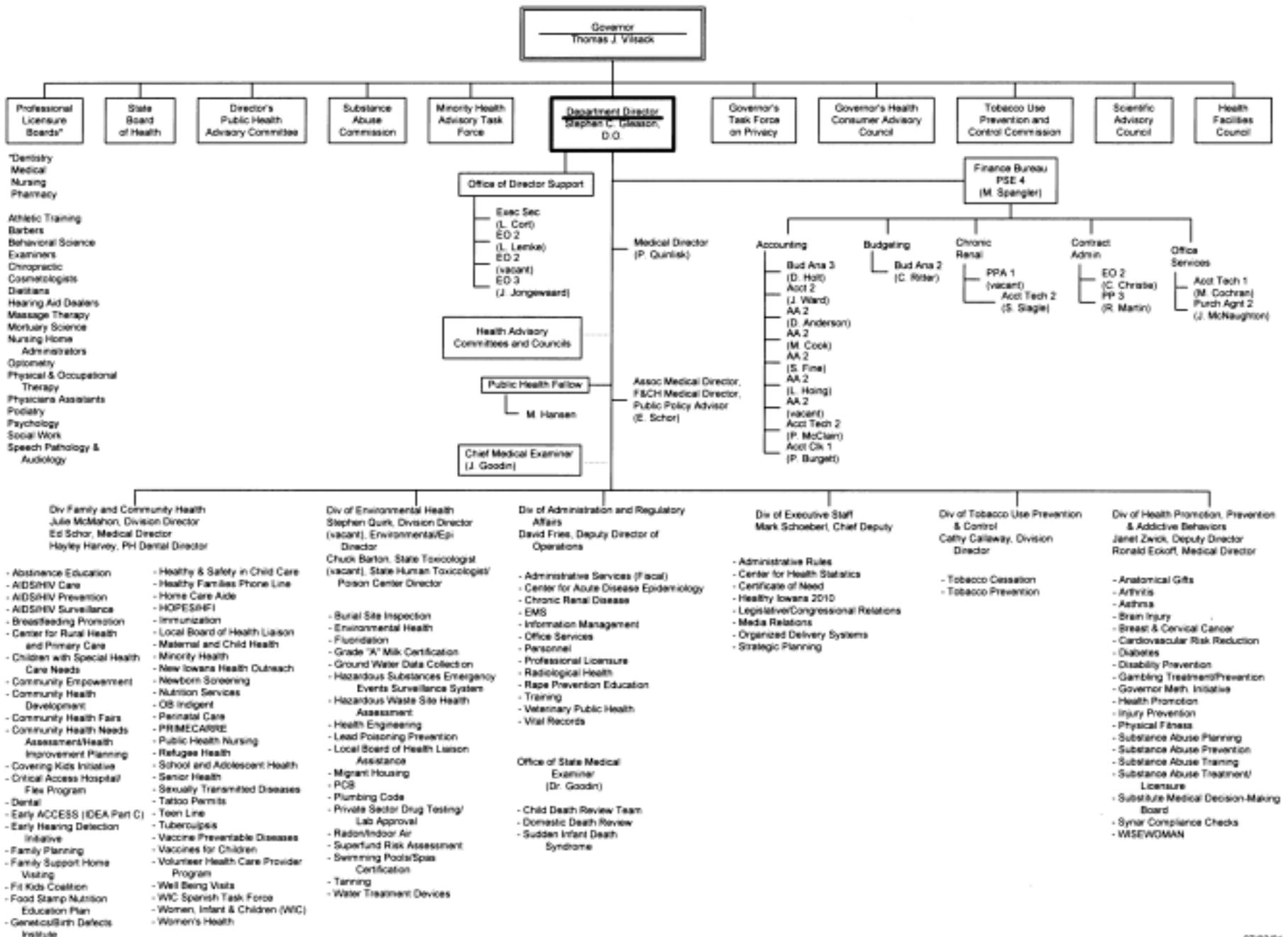
School-Based Programs: Supports school-based tobacco-control programs through grants. Grantees must follow CDC's recommended guidelines for K-12 tobacco-control programs, which include implementing and incorporating evidence-based curricula into the classroom to prevent tobacco use and addiction. Cathy Callaway, 515-281-8857.

CDC Grants: Provide tobacco-use prevention programs to populations other than pregnant women and youth. Grantees must use evidence-based materials and programs recommended by the CDC. Cathy Callaway, 515-281-8857.

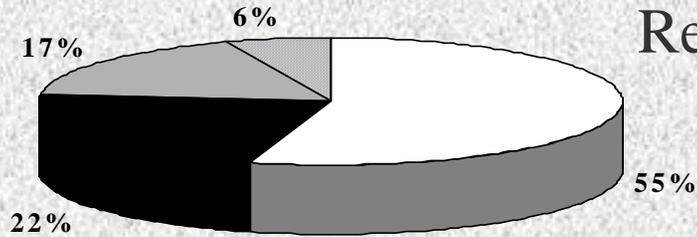
The Four Examining Boards

- 1. Iowa Board of Dental Examiners:** Regulates dentistry to ensure professional, competent and safe dental care. Connie Price, 515-281-5157.
- 2. Iowa Board of Medical Examiners:** Ensures that applicants for medical licensure are qualified, and once licensed, practice in a manner meeting licensure requirements. Ann Mowery, 515-242-6039.
- 3. Iowa Board of Nursing Examiners:** Develops standards for nursing, issuing and renewing licenses to practice, conducting complaint investigations and hearings, and approving continuing-education providers and offerings. Lorinda Inman, 515-281-3256.
- 4. Iowa Board of Pharmacy Examiners:** Establishes and enforces minimum standards for pharmacy practice and the pharmacy industry. Lloyd Jessen, 515-242-5139.

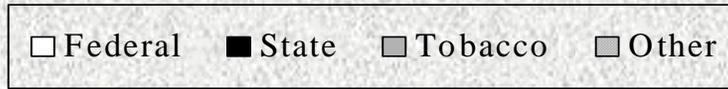
IOWA DEPARTMENT OF PUBLIC HEALTH



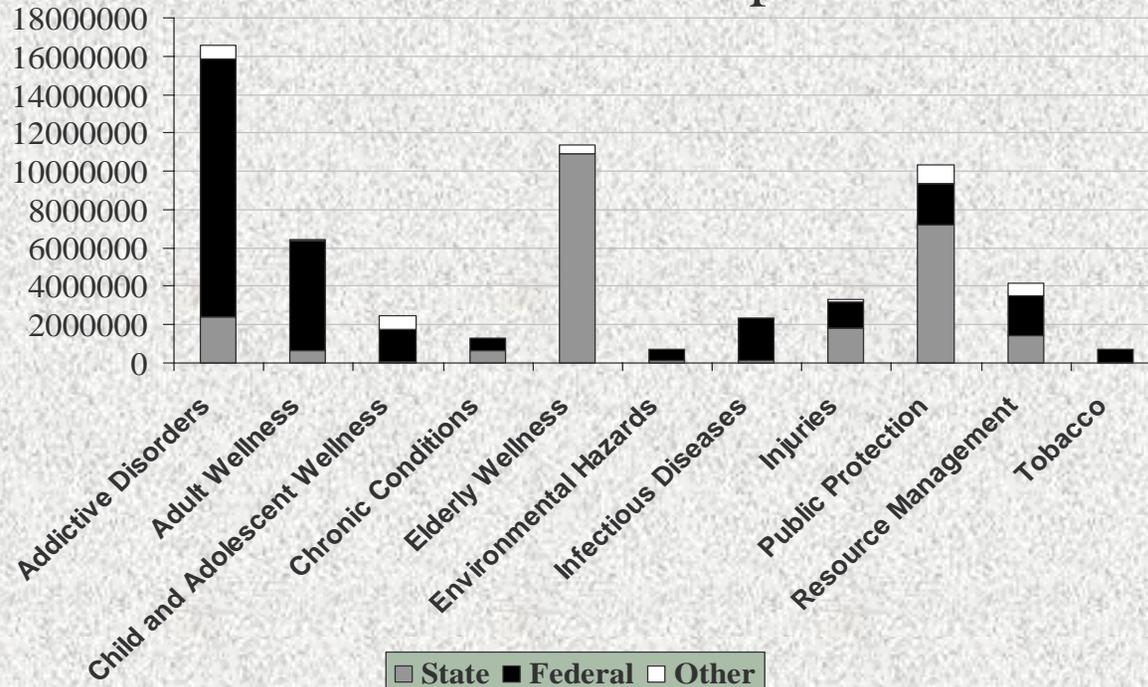
FY2001 REVENUE AND EXPENDITURES



* Note: Other pertains to money received from private entities, foundations, state agency fees, and the gambling fund.



Expenditures



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crystalp@goodwillscia.com

Key Information

IRIS Immunization Registry
800-374-3059

Vaccine for Children
800-831-6293

Disease Reporting
800-362-2736

Emergency Medical Services
(800-SAVE-EMS)
800-728-3367

Genetic Counselors (Iowa City)
800-260-2065

Health Protection Clearinghouse
(Brochures)
888-398-9696

Healthy Families
800-369-2229

Lead Poisoning Prevention
800-972-2026

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Deaf Relay 800-735-2942
Internet <http://www.idph.state.ia.us>

Department Director
Stephen Gleason, D.O.
Phone 515-281-5605
Fax 515-281-4958

Maternal and Child Health
800-383-3826

Radon
800-383-5992

Substance Abuse Clearing House
(Brochures)
866-242-4111

Information, Referral or crisis
Drug and Alcohol Helpline
1-866-242-4111

Teen Line
800-443-8336

Women, Infants and Children
(WIC)
800-532-1579

Gambling Treatment Program
1-800-BETS OFF
1-800-238-7633